WHAT IS CLAIMED IS:

1. A method of script usage in an interactive television system comprising:

   executing an interactive application corresponding to a program;

   providing an opportunity for the display of added content, wherein said opportunity is provided by said interactive application;

   providing input corresponding to said opportunity, wherein said input is provided by said script; and

   providing said added content in response to detecting said input indicates said added content is to be provided.

2. The method of claim 1, further comprising:

   conveying said script from a network communications operator;

   receiving said script; and

   executing said script.

3. The method of claim 1, further comprising:

   receiving said program, said added content, and said script at a receiver;

   storing said program, said added content, and said script on a non-volatile storage device coupled to said receiver; and

   retrieving said program, added content, and said script from said non-volatile storage device.

4. The method of claim 2, wherein said network communications operator receives said interactive application and said script from a head-end.

5. The method of claim 4, wherein said head-end comprises a television broadcaster.

6. The method of claim 4, wherein said head-end comprises a web content provider.

7. The method of claim 4, wherein said script is configured to provide said input corresponding to said opportunity at a predetermined time.

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8. The method of claim 5, further comprising storing said input in a message queue.

9. The method of claim 8, wherein said interactive application is configured to determine whether said input exists by accessing said message queue.

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10. The method of claim 1 wherein said input indicates a particular level of added content to be provided.

11. The method of claim 1, wherein said added content is provided to a display device
15   or a recording device.

12. The method of claim 1, further comprising:
    indicating default script usage preferences; and
    storing said preferences.

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13. The method of claim 12, further comprising executing a script, wherein said script is configured to provide said input.

14. The method of claim 13, wherein said script is downloaded.

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15. The method of claim 13, wherein said script is dynamically created.

16. The method of claim 13, further comprising:

detecting said opportunity exists; and

providing said input in response to detecting said opportunity exists.

17. The method of claim 13, wherein said script is configured to store said input in a message queue.

18. The method of claim 17, wherein said script is configured to store said input in said queue in a repeated manner.

19. A carrier medium comprising program instructions, wherein the program instructions are executable to:

execute an interactive application corresponding to a program;

provide an opportunity for the display of added content, wherein said opportunity is provided by said interactive application;

provide input corresponding to said opportunity, wherein said input is provided by said script; and

provide said added content in response to detecting said input indicates said added content is to be provided.

20. The carrier medium of claim 19, wherein said carrier medium is configured to convey said script from a network communications operator to a receiver, wherein said script is subsequently executed.

21. The carrier medium of claim 20, wherein said network communications operator receives said script from a head-end via a second carrier medium.

22. The carrier medium of claim 21, wherein said head-end comprises a television broadcaster.

23. The carrier medium of claim 21, wherein said head-end comprises a web content provider.

5   24. The carrier medium of claim 19, wherein said script is configured to provide said input corresponding to said opportunity at a predetermined time.

25. The carrier medium of claim 19, further comprising storing said input in a message queue.

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26. The carrier medium of claim 25, wherein said interactive application is configured to determine whether said input exists by accessing said message queue.

27. The carrier medium of claim 19, wherein said input indicates a particular level of

15   added content to be provided.

28. The carrier medium of claim 19, wherein said added content is provided to either a display device or a recording device.

20   29. The carrier medium of claim 20, wherein said receiver is configurable to receive an indication of a default script usage preference and is further configured to store said preference.

30. The carrier medium of claim 19, wherein said script is downloaded.

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31. The carrier medium of claim 19, wherein said script is dynamically created.

32. The carrier medium of claim 19, wherein said script is configured to store said input in a message queue.

33. The carrier medium of claim 32, wherein said script is configured to store said input in said queue in a repeated manner.

34. A script usage device comprising:

a signal receiver, wherein said signal receiver is configured to receive a programming signal; and

a script usage mechanism coupled to said receiver, wherein said script usage mechanism is configured to:

execute an interactive application corresponding to a program received via said programming signal;

provide an opportunity for the display of added content, wherein said opportunity is provided by said interactive application;

provide input corresponding to said opportunity, wherein said input is provided by said script; and

provide said added content in response to detecting said input indicates said added content is to be provided.

35. The script usage device of claim 34, wherein said receiver is configured to receive said script from a network communications operator, and wherein said script usage mechanism is configured to subsequently execute said script.

36. The script usage device of claim 34, wherein said script usage device is further configured to:

receive said program, said added content, and said script;

store said program, said added content, and said script on a non-volatile storage device coupled to said script usage device; and

5   retrieve said program, added content, and said script from said non-volatile storage device.

37. The script usage device of claim 34, wherein said network communications operator is configured to receive said script from a head-end.

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38. The script usage device of claim 37, wherein said head-end comprises a television broadcaster.

39. The script usage device of claim 37, wherein said head-end comprises a web

15   content provider.

40. The script usage device of claim 35, wherein said script is configured to provide said input corresponding to said opportunity at a predetermined time.

20 41. The script usage device of claim 35, wherein said script usage mechanism is further configured to store said input in a message queue.

42. The script usage device of claim 41, wherein said interactive application is configured to determine whether said input exists by accessing said message

25   queue.

43. The script usage device of claim 34, wherein said input indicates a particular level of added content to be provided.

44. The script usage device of claim 34, wherein said added content is provided to either a display device or a recording device.

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45. The script usage device of claim 35, wherein said script usage mechanism is configurable to receive an indication of a default script usage preference and is further configured to store said preference.

46. The script usage device of claim 34, wherein said script is downloaded.

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47. The script usage device of claim 34, wherein said script is dynamically created.

48. The script usage device of claim 34, wherein said script is configured to store said input in a message queue.

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49. The script usage device of claim 48, wherein said script is configured to store said input in said queue in a repeated manner.

50. A system for automating user input in an interactive television system

20   comprising:

a first source, wherein said first source is configured to convey an interactive application to a receiver;

25   a second source, wherein said second source is configured to convey added content corresponding to said interactive application to said receiver; and

a receiver coupled to said first source and said second source, wherein said receiver is configured to execute a script, and wherein said receiver is configured to provide said added content in response to detecting said user input indicates said added content is to be displayed, wherein said user input is provided by said script.

51. The system of claim 50, wherein an opportunity to provide said added content is provided by said interactive application executing within said receiver.

52. The system of claim 50, further comprising a non-volatile storage device, wherein said receiver is further configured to:

receive said added content, said script, and a program corresponding to said added content and said script;

store said program, said added content, and said script on said non-volatile storage device; and

retrieve said program, added content, and said script from said non-volatile storage device.

53. The system of claim 51, wherein said first source comprises a network communications operator.

54. The system of claim 53, wherein said second source comprises a network communications operator.

55. The system of claim 53, wherein said second source comprises a web content provider.

56. The system of claim 53, wherein said network communications operator is configured to receive said script from a head-end.

57. The system of claim 56, wherein said head-end comprises a television broadcaster.

58. The system of claim 56, wherein said head-end comprises a web content provider.

59. The system of claim 50, wherein said script is configured to provide said input corresponding to said opportunity at a predetermined time.

60. The system of claim 50, wherein said receiver is further configured to store said input in a message queue.

61. The system of claim 60, wherein said interactive application is configured to determine whether said input exists by accessing said message queue.

62. The system of claim 50, wherein said input indicates a particular level of added content to be provided.

63. The system of claim 50, wherein said added content is provided to either a display device or a recording device.

64. The system of claim 51, wherein said receiver is configurable to receive an indication of a default script usage preference and is further configured to store said preference.

65. The system of claim 50, wherein said script is downloaded.

66. The system of claim 50, wherein said script is dynamically created.

67. The system of claim 50, wherein said script is configured to store said input in a message queue.

68. The system of claim 67, wherein said script is configured to store said input in said queue in a repeated manner.

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